

HEALTH INFORMATION SPECIALIST I
HEALTH INFORMATION SPECIALIST II

Class No. 004815
Class No. 004816

DEFINITION:

To plan, develop and coordinate public health information and materials on significant public health issues and services throughout the community; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

Health Information Specialists are found only in the Health and Human Services Agency (HHSA), with responsibility for developing health information materials, coordinating health information campaigns and advising community health agencies and professionals on health information, activities and services throughout the community. This series is distinguished from the Public Information Specialist class series in that Health Information Specialists disseminate technical and specialized information about significant health issues to the public.

Health Information Specialist I:

This is the entry-level class in the series. Under close supervision, incumbents learn and assist with the production of health materials for media or written distribution, and perform progressively more difficult and independent reports and projects.

Health Information Specialist II:

This is the journey-level class in the series. Under general supervision, incumbents independently develop public health service programs and health information campaigns. This class differs from the next highest class, Supervising Health Information Specialist, in that the latter is a first level supervisor with responsibility for coordinating, organizing and evaluating the work of subordinates involved in county-wide public health information campaigns and multi-media projects.

EXAMPLES OF DUTIES:

Writes, coordinates and assists in the production of brochures, pamphlets, bulletins, and other necessary printed materials related to public health information campaigns; writes news releases for dissemination to the print and electronic media; consults with community groups, agencies, media and others on health related issues; responds to public inquiries related to health; prepares narrative and statistical reports; writes community awareness and public service announcements to make residents more aware of health concerns and hazards; writes public health service programs for area radio and television stations; coordinates placement of materials in the community.

Health Information Specialist II:

All of the duties listed above and: writes special reports summarizing public health activities; coordinates the work of professional, clerical and audio-visual technical staff involved in the production and distribution of bulletins, brochures, leaflets and public service campaigns; develops and coordinates health information campaigns; advises community health professionals and agencies on health information activities and strategies; participates on Public Health Services committees in order to represent public health information needs; provides direction to other less experienced health information and support staff; supervises students in field training and volunteers.

MINIMUM QUALIFICATIONS:

Knowledge Level: T = Thorough; G = General; -- = Not Applicable

Classification Level: I = Health Information Specialist I
II = Health Information Specialist II

Knowledge of:

I II

T	T	English language and grammar.
T	T	Multi-media presentation/production methods and techniques.
T	T	Capabilities and limitations of print and electronic media.
T	T	Software applications related to the work performed.
T	T	Developing and writing news and feature articles and public service campaigns.
G	T	Adaptation of writing style to different audiences and cultural groups.
G	T	Available community health services and resources.
G	T	Current issues or problems affecting public health education and information.
G	T	Techniques for assessing health information needs.
--	G	County government procedures and operations.
--	G	Community health services and resources.

Skills and Abilities to:

- Develop, write, and coordinate layout and production of printed materials (brochures, pamphlets, bulletins, etc.).
- Write health related public service announcements.
- Research background material on health issues.
- Translate technical health information into language understandable to the general public.
- Communicate effectively, both orally and in writing.
- Work effectively with community groups and agencies in the development of health information materials.
- Write news releases for dissemination to print and electronic media.
- Write narrative and statistical reports.

Health Information Specialist II (in addition to the above):

- Organize and coordinate health information programs.
- Develop public service campaigns.
- Plan and coordinate the production of radio and television programs on public health issues.
- Provide technical guidance to students, volunteers and subordinate staff.

EDUCATION/EXPERIENCE:

Education, training and/or experience, which clearly demonstrate possession of the knowledge, skills and abilities stated above. Examples of qualifying education/experience are:

Health Information Specialist I:

1. A bachelor's degree from an accredited university or college in journalism, English, public health education or other discipline stressing health or writing skills, AND, one (1) year of full-time experience developing and writing printed materials and press releases for use in print and electronic media; OR,

2. A master's degree from an accredited university or college in journalism, English, public health education or other discipline stressing health or writing skills.

Health Information Specialist II:

1. One (1) year of experience as a Health Information Specialist I in the County of San Diego or in a another public agency performing equivalent health information duties; OR,
2. A bachelor's degree from an accredited university or college in journalism, English, public health education or other discipline stressing health or writing skills, AND, two (2) years of full-time experience developing and writing printed materials and press releases for use in print and electronic media; OR,
3. A master's degree from an accredited university or college in journalism, English, public health education or other discipline stressing health or writing skills, AND, one (1) year of full-time experience developing and writing printed materials and press releases for use in print and electronic media.

SPECIAL NOTES, LICENSES, OR REQUIREMENTS:

License:

A valid California Class C driver's license or the ability to arrange transportation for field travel is required at time of appointment or the ability to arrange transportation for field travel. Employees in this class may be required to use their own personal vehicle.

Note:

Some positions in this class will be hired for the county's "No Smoking" campaign. Eligibles hired from this list for those positions will be required by the department to be non-smokers.

Proficiency in Spanish language and grammar is highly desirable.

Probationary Period:

Incumbents appointed to permanent positions in this class shall serve a probationary period of twelve (12) months (Civil Service Rule 4.2.5).